

Exam. Code : 217504

Subject Code : 4981

M.Sc. (Fashion Design and Merchandising)

4th Semester

COMMUNICATION SKILLS IN ENGLISH

Paper—V

Time Allowed—3 Hours]

[Maximum Marks—50

UNIT—I

1. What are the different types of video conferencing ?

OR

What are the benefits of video communication ? 8

UNIT—II

2. As a reporter you visited a fashion show organised by a city college recently. Write your report in 150–200 words. Your are Ahluwalia/Rohit.

OR

What are the main features of a technical report ? 12

UNIT—III

3. Write a short note on any one of the following :

(i) E-mail

(ii) Fax

5

4. Frame an advertisement for an ethnic Punjabi Jutti for promotion. 5

UNIT—IV

5. (a) Draft a resume to apply for the post of a receptionist in a big Fashion House in Mumbai. 10
- (b) What are the main features of a format for resume writing? 5

UNIT—V

6. Write notes on any **FIVE** Fashion terms :

- (i) Rag Trade
- (ii) Private Label Brand
- (iii) Merchandise
- (iv) Art Deco Print
- (v) Nouveau
- (vi) Print
- (vii) Dandy 5